

FILE
WEEK OF
January 5, 1959

fashion calendar

january						
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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

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19th YEAR • A WEEKLY PUBLICATION

july						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 2, 1959</u>			
Friday Jan. 2 10:15 A.M.	PRESS CONFERENCE FOR NEW "MAID OF COTTON" The press will be invited to meet the new "Maid of Cotton". By invitation. Contact: William Baldwin or Margot Herzog, BR. 9-4920.	NAT'L COTTON COUNCIL (112 WEST 34TH STREET)	ST. MORITZ HOTEL TERRACE PENTHOUSE
<u>WEEK BEGINNING SUNDAY, JANUARY 4, 1959</u>			
Sunday Jan. 4 1:00 P.M. Brunch	FASHIONS AND HATS DURING BRUNCH "Pink Champagne and Roses" -- fashions by Martier Raymond; hats by Cesar Rubio. Reservations--\$3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 E. 37th St., MU 9-8542.	MARTIER-RAYMOND (36 CENT. PK. SO.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Monday Jan. 5 10:00 A.M. Coffee	PREVIEW OF SPRING HAT COLLECTION Sally Victor will preview her Spring millinery collection to the press. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Monday Jan. 5 2:00 P.M.	OPENING: SPRING FOUNDATION COLLECTION By invitation. Jan. 5 at 2:00 P.M. Jan. 6-7 at 10:00 A.M. and 2:00 P.M. Jan. 8-9 at 10:00 A.M. Jan. 12-13 at 9:30 A.M., 11:00 A.M., 2:00 P.M. and 3:30 P.M. Jan. 14 at 9:30 A.M., 11:00 A.M. and 2:00 P.M. Jan. 15 at 10:00 A.M. Contact for reservations; Kay Keniry, MU. 5-5740. Publicity: Marian Sherwood, MU. 5-5740.	WARNER'S	200 MADISON AVENUE SHOWROOM-10TH FLOOR
Monday Jan. 5 5:15 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Emme will preview her Spring millinery collection to the press and buyers. (Showing promptly at 6:00 P.M.). By invitation only. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	EMME (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
Beginning Monday Jan. 5	OPENING: SPRING MILLINERY BY MISS LUCILLE Continuous daily showings of Spring millinery designed by Miss Lucille. Contact: CI. 7-2697.	FRARIAN ORIGINALS	47 WEST 56TH STREET SHOWROOM-6TH FLOOR
Beginning Monday Jan. 5	OPENING: SPRING AND SUMMER SCARF COLLECTION Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM-4TH FLOOR
Beginning Monday Jan. 5	SPRING COLLECTION OF SCARVES Continuous daily showings of scarves, stoles, collars, jackets and shrugs. Publicity: Marvin Robbins, WI. 7-6460.	BAAR & BEARDS, INC.	15 WEST 37TH STREET SHOWROOM-10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 5	OPENING: LEATHER & ITALIAN IMPORT KNITWEAR COLLECTION Spring leathers and Italian import knitwear collection of coordinates, dresses and coats of wools and cottons, at continuous daily showings for press and buyers. Contact: Mike Salzman, OX. 5-1840.	ALBERT ALFUS INC.; ALBERTO IMPORTS	533 SEVENTH AVENUE ROOM 1216
Monday Jan. 5- Jan. 23	SPRING-INTO-SUMMER FASHION DISPLAY Exhibit featuring fashions from March, April and May issues. For store and buying office executives. Contact: Anita Blanchard, PL. 9-8100.	SEVENTEEN MAGAZINE	488 MADISON AVENUE SHOWROOM - 10TH FLOOR
Tuesday Jan. 6 8:30 A.M. Breakfast	SHOWING OF SPRING HAT COLLECTIONS The Trade Promotion Committee of Millinery Stabilization Commission will present a showing of the Millinery Creators' Spring and Easter hats. By invitation. Contact: LO. 4-7800.	MILLINERY STAB. COMM. (1450 BROADWAY)	HOTEL ASTOR BALLROOM
Beginning Tuesday Jan. 6	SPRING COLLECTION AT NEW SHOWROOM Daily showings of Mary Black's new Spring collection of imported laces, warped prints and chiffons. Contact: Miss Carol or Miss Mady, PL. 8-2014.	MARY BLACK OF LONDON, INC.	41 WEST 57TH STREET SHOWROOM - 8TH FLOOR
Tuesday Jan. 6- Jan. 7	PREVIEW OF LEATHERS FOR FALL, 1959 Informal showing of leather colors and textures for Fall '59, Jan. 6, 10:00 A.M. to 6:00 P.M.; also Jan. 7, 10:00 A.M. to 12:00 Noon, at Hotel Plaza, Vanderbilt Suite, Rooms 537-539. By invitation. Contact: Martha Geilich, Van Dyke 4-8661, Taunton, Mass.	GEILICH TANNING CO. (TAUNTON, MASS.)	HOTEL PLAZA ROOMS 537-539
Wednesday Jan. 7 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Spring millinery collections of Irene and Rivera will be presented to the press. By invitation. Contact: PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Wednesday Jan. 7 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY The Spring collection of Dior Millinery will be previewed for the press and buyers. By invitation. Publ.: Mme. Jeanne Rousseau, JU. 2-4870.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - RM. 1203
Thursday Jan. 8 9:15 A.M. Breakfast	PRESS PREVIEW: MAURER SPRING BRIDAL FASHIONS Preview for press of Maurer bridal fashions. By invitation. <u>Customer showing at 5:30 P.M. on fourth floor in the store. Open to public.</u> Contact: Eileen Killilea, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Thursday Jan. 8 11:00 A.M.	PREVIEW OF SPRING HATS AND COIFFURES Walter Florell will present his Spring hats and coiffures to buyers and press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON
Thursday Jan. 8 5:00 P.M.- 7:00 P.M. Cocktails	CRUISE FASHIONS FROM APRIL ISSUE Mademoiselle's Cruise wear fashion show and cocktail party, in cooperation with The Grace Line and Cone Mills. For tie-in stores, by invitation. Contact: Ruth Phillips, PL. 9-2080.	MADemoISELLE MAGAZINE (575 MADISON AVE.)	500 CLUB 500 SEVENTH AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Cancelled Jan. 9	BERGDORF GOODMAN'S PRESS PREVIEW OF THEIR RESORT COLLECTION, ORIGINALLY SCHEDULED FOR FRIDAY, JAN. 9 at 11:30 A.M., HAS BEEN CANCELLED.		
Saturday Jan. 10 9	<i>Luncheon</i> OPEN HOUSE FOR VISITING PRESS	FORSTMANN, INC. <i>(1407 BROADWAY)</i>	1407 BROADWAY <i>PLACE TO BE ANNOUNCED</i> SHOWROOM - 15TH FLOOR
12:00 Noon Buffet <i>Luncheon</i>	Forstmann will present their Spring collection of fabrics to the visiting press. Buffet, 12:00 Noon to 1:30 P.M.; <u>showing</u> , 1:30 P.M. to 3:00 P.M. By invitation. Publicity: Mary Baine, PE. 6-3500.		
Saturday Jan. 10 9	SPRING MILLINERY AT VISITING PRESS SHOW	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
4:00 P.M. Cocktails	The visiting press will preview John Frederics' collection of Spring millinery. By invitation. Contact: <u>Joseph Mann</u> , CI. 7-7745.		
<i>Saturday</i> Sunday Jan. 11 9	PRESS PREVIEW: SPRING AND SUMMER JEWELRY	TRIFARI, KRUSMAN AND FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
9:30 A.M.- 1:00 P.M. <i>6:00 P.M. - 9:00 P.M. Buffet</i>	Trifari will show their jewelry collection to out-of-town and local press. By invitation. Publicity: Dorothy Lansing, 165 East 66th St., RE. 7-3347.		
Sunday Jan. 11 10	SPRING MILLINERY AT VISITING PRESS SHOW	EMME, INC. (19 WEST 57TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILION
11:00 A.M. Breakfast	Emme will present her Spring millinery to the visiting press. (Local press and buyers, Mon., Jan. 5 at 5:15 P.M.--See Pg. 1). By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Sunday Jan. 11	SPRING MILLINERY CLINIC FOR VISITING PRESS	MILLINERY INSTITUTE OF AMERICA	COPACABANA 10 EAST 60TH STREET
12:00 Noon Brunch	The Millinery Institute of America (Auxiliary Member, N.Y.D.I.--See Pg. 4) will invite the out-of-town and local editors to a showing and clinic of the Millinery Creators' Spring hat collections. By invitation. Contact: Mark Foster, Communications Counselors, 750 Third Ave., OX. 7-7330.		
Sunday Jan. 11	MILLINERY SHOWING FOR VISITING PRESS	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON
3:00 P.M. Cocktails	Sally Victor will preview her Spring millinery to the visiting press. (Local Press, Mon., Jan. 5 at 10:00 A.M.--See Pg. 1). By invitation. Publicity: Mildred Josephs, PL. 3-7450.		
Sunday Jan. 11	FASHIONS WITH VELCRO FOR VISITING PRESS	VELCRO SALES CORP. (681 FIFTH AVENUE)	WALDORF-ASTORIA CANADIAN CLUB
4:30 P.M.- 7:00 P.M. Cocktails	"Dresses-To-Diapers"--women's, men's and children's fashions fastened with Velcro, the new touch and close nylon closure--will be presented to the visiting and local press. By invitation. Publicity: Rea Lubar, at Lubar Associates, 6 East 39th Street, MU. 5-4997.		
Sunday Jan. 11	SPRING SILK FASHION SHOW FOR VISITING PRESS	INTERNATIONAL SILK ASS'N., U.S.A.	WALDORF-ASTORIA EMPIRE ROOM
7:00 P.M. Dinner	The International Silk Association, U.S.A. (Auxiliary Member, N.Y.D.I.--See Pg. 4) will invite the out-of-town and local editors to a dinner and showing. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Jan. 11- Jan. 15	FOURTEENTH SEMI-ANNUAL WOMEN'S SPORTWEAR SHOW at N. Y. Trade Show Building, 8TH AVE. AT 35TH STREET. Contact: Arthur Tarshis, TR. 3-7128.		

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

NEW YORK DRESS INSTITUTE'S THIRTY-SECOND NATIONAL PRESS WEEK (Jan. 11-17, 1959)

Spring collections of leading designers (32 members, 17 auxiliary, 2 group showings) for visiting press. By invitation. Press Director: Eleanor Lambert, MU. 8-2130.

Sun., Jan. 11...	12:00 Noon	Millinery Inst. of Amer.-Brunch(Aux)	COPACABANA-10 E 60
	7:00 P.M.	Int'l Silk Ass'n, U.S.A.-Dinner (Aux)	WALDORF-EMPIRE RM
Mon., Jan. 12...	8:00 A.M.	Buffet Breakfast.	WALDORF-JADE ROOM
	8:30 A.M.	"Watch For" Forum	WALDORF-JADE ROOM
	9:00 A.M.	Monte-Sano & Pruzan	WALDORF-JADE ROOM
	10:00 A.M.	Claire McCardell Clothes by Townley	WALDORF-JADE ROOM
	11:00 A.M.	Paul Parnes (Beni Claire)	WALDORF-JADE ROOM
	12:00 Noon	B. H. Wragge	WALDORF-JADE ROOM
	1:00 P.M.	Galey & Lord-Lunch (Auxiliary). . .	WALDORF-EMPIRE RM
	2:30 P.M.	Nettie Rosenstein (Eva Rosencrans)	WALDORF-JADE ROOM
	3:30 P.M.	Anne Fogarty	WALDORF-JADE ROOM
	4:30 P.M.	Edward Abbott (Wilson Folmar) . . .	WALDORF-JADE ROOM
	5:30 P.M.	Fur Info. & Fashion Council (Aux.).	PARK LANE-CRYSTAL
	8:00 P.M.	Ship 'n Shore Theatre Party (Aux.).	LONGACRE, 220 W.48
Tues., Jan. 13...	7:45 A.M.	Capezio-Breakfast (Auxiliary) . . .	9 WEST 61ST ST.
	9:00 A.M.	Ben Reig.	WALDORF-JADE ROOM
	10:00 A.M.	Harry Frechtel.	WALDORF-JADE ROOM
	11:00 A.M.	Trigere	WALDORF-JADE ROOM
	12:00 Noon	Oleg Cassini	WALDORF-JADE ROOM
	1:00 P.M.	Ship 'n Shore-Lunch (Auxiliary) . .	WALDORF-STARLIGHT
	2:30 P.M.	Ben Zuckerman	WALDORF-JADE ROOM
	3:30 P.M.	Fattullo-Jo Copeland.	WALDORF-JADE ROOM
	4:30 P.M.	Larry Aldrich	WALDORF-JADE ROOM
	5:30 P.M.	Lilly Dache (Auxiliary)	WALDORF-E. FOYER
	6:00 P.M.	Coty, Inc.-Cocktails (Auxiliary). .	WALDORF-LOUIS XVI
	7:30 P.M.	Schiffli Lace & Emb.-Dinner (Aux.).	RIVIERA-B'WAY & 53
Wed., Jan. 14...	7:30 A.M.	Clairol-Breakfast (Auxiliary) . . .	WALDORF-LOUIS XVI
	9:00 A.M.	Christian Dior, New York	WALDORF-JADE ROOM
	10:00 A.M.	Originala	WALDORF-JADE ROOM
	12:00 Noon	Roux-Lunch (Auxiliary)	SHERATON-EAST
	1:30 P.M.	Adele Simpson	WALDORF-JADE ROOM
	2:30 P.M.	George Carmel	WALDORF-JADE ROOM
	3:30 P.M.	Talmack (John Moore)	WALDORF-JADE ROOM
	4:30 P.M.	Ceil Chapman-Cocktails	WALDORF-JADE ROOM
	6:30 P.M.)	Pellon-Dinner (Auxiliary)	ASTOR-COLUMBIA RM
	8:00 P.M.)	Pellon Theatre Party	PLYMOUTH-236 W 45
Thurs., Jan. 15...	8:00 A.M.	Buffet Breakfast.	WALDORF-JADE ROOM
	8:30 A.M.	Harvey Berin (Karen Stark)	WALDORF-JADE ROOM
	9:30 A.M.	Branell	WALDORF-JADE ROOM
	10:30 A.M.	Maurice Rentner	WALDORF-JADE ROOM
	11:30 A.M.	Hannah Troy	WALDORF-JADE ROOM
	12:30 P.M.	R & K Originals-Lunch (Auxiliary) .	WALDORF-EMPIRE RM
	2:00 P.M.	Herbert Sondheim	WALDORF-JADE ROOM
	3:00 P.M.	Davidow	WALDORF-JADE ROOM
	4:00 P.M.	Samuel Winston (Roxane)	WALDORF-JADE ROOM
	5:30 P.M.	Wool Bureau-Dinner (Auxiliary) . .	IDLEWILD AIRPORT
Fri., Jan. 16...	8:00 A.M.	Napier Jewelry-Breakfast (Aux.) . .	WALDORF-JADE ROOM
	9:00 A.M.	Jane Derby.	WALDORF-JADE ROOM
	10:00 A.M.	Ben Gershel (Robert Knox)	WALDORF-JADE ROOM
	11:00 A.M.	Vera Stewart Orig.-Zoltan Rosenberg	WALDORF-JADE ROOM
	12:00 Noon	Lebow Men's Wear (Auxiliary) . . .	WALDORF-JADE ROOM

(continued on next page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>THIRTY-SECOND NATIONAL PRESS WEEK (Continued from Page 4)</u>			
	1:00 P.M. <u>Variety Group:</u>	Leonard Arkin, Helen Lee, Mam'selle, Suzy Perette, Thom McAn, shoes for women-Lunch.	WALDORF-JADE ROOM
	3:00 P.M. <u>Marquise</u>	(Philippe Tournaye)	WALDORF-JADE ROOM
	4:00 P.M. <u>Junior Showings:</u>	Junior Sophisticates, Mr. Mort-Cocktails.	WALDORF-JADE ROOM
Sat., Jan. 17...	12:30 P.M. <u>Textile Industries Gala Event Day</u>		U.S.S. INDEPENDENCE

Jan. 12	<u>8:30 A.M.</u>	<u>"WATCH FOR FORUM"</u> (N.Y.D.I.--See Page 4)	WALDORF-JADE ROOM
Jan. 12	<u>9:00 A.M.</u>	<u>MONTE-SANO & PRUZAN</u> (N.Y.D.I.--See Page 4)	WALDORF-JADE ROOM
Jan. 12	<u>10:00 A.M.</u>	<u>CIAIRE McCARDELL CLOTHES BY TOWNLEY</u> (See Pg.4)	WALDORF-JADE RM
Jan. 12	<u>11:00 A.M.</u>	<u>PAUL PARNES-Beni Claire</u> (N.Y.D.I.--See Pg.4)	WALDORF-JADE ROOM
Jan. 12	<u>12:00 Noon</u>	<u>B. H. WRAGGE</u> (N.Y.D.I.--See Page 4)	WALDORF-JADE ROOM

Monday RESORT & SPRING FASHIONS GALEY & LORD WALDORF-ASTORIA
Jan. 12 FOR OUT-OF-TOWN PRESS (1407 BROADWAY) EMPIRE ROOM
12:00 Noon Galey & Lord (Auxiliary Member, N.Y.D.I.--See Pg.4) Welcomes The '49 In
Luncheon '59"--showing of Spring fashions in cottons at a luncheon fashion show.
By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.

Jan. 12	<u>2:30 P.M.</u>	<u>NETTIE ROSENSTEIN-Eva Rosencrans</u> (See Pg.4)	WALDORF-JADE ROOM
Jan. 12	<u>3:30 P.M.</u>	<u>ANNE FOGARTY</u> (N.Y.D.I.--See Page 4)	WALDORF-JADE ROOM
Jan. 12	<u>4:30 P.M.</u>	<u>EDWARD ABBOTT-Wilson Folmar</u> (N.Y.D.I.--Pg.4)	WALDORF-JADE ROOM

Monday FUR FASHION SHOW FUR INFORMATION & PARK LANE HOTEL
Jan. 12 FOR VISITING PRESS FASHION COUNCIL CRYSTAL BALLROOM
5:30 P.M. Fur Information and Fashion Council (Auxiliary Member, N.Y.D.I.--See Pg.4)
Cocktails will present a premier collection of furs with accent on youth, designed by Donald Brooks, Jeanne Carr, Eloise Curtis, Jeanne Campbell and Luis Estevez--to retail under \$500.00. By invitation. Publicity: Jay Scott at Ruder & Finn, Inc., 130 East 59th Street, PL. 9-1800.

Monday TWENTY-SIXTH NAT'L ASS'N OF HOUSE WALDORF-ASTORIA
Jan. 12 ANNIVERSARY DINNER & DAYTIME DRESS MFRS. BALLROOM
7:30 P.M. "Wash and Wear"--Spring and Summer lines by House and Daytime Dress Mfrs.
Dinner Price: \$25.00. Contact: Bette Kahn, N.A.H.D.M., 1350 B'way, IA. 4-6352.

Monday THEATRE PARTY FOR SHIP 'N SHORE LONGACRE THEATRE
Jan. 12 VISITING PRESS 220 WEST 48TH ST.
8:00 P.M. Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg.4) will invite the press
(Curtain- to a performance of "The Pleasure Of His Company," co-starring Cyril
8:40 P.M.) Richard and Cornelia Otis Skinner. By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.

Beginning SHOWING:SPRING COATS & WM. DEVITZ & CO. 512 SEVENTH AVENUE
Monday SUITS FOR VISITING PRESS SHOWROOM-13TH FLOOR
Jan. 12 Continuous daily showings of Wm. Devitz Spring coat and suit collection, for out-of-town press. Publicity: Julia Berren, WI. 7-4717.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 12- Jan. 15	FORTY-EIGHTH ANNUAL CONVENTION Theme: "Selling Is Everybody's Job"--annual convention of National Retail Merchants Association (formerly NRDGA)--4 day meeting with 31 different seminar sessions, and leading authorities discussing various phases of retailing. Contact: Stephen K. Small, Public Relations Director, 100 West 31st Street, CH. 4-8780.	NATIONAL RETAIL MERCHANTS ASS'N	STATLER-HILTON HOTEL
Beginning Monday Jan. 12	SPRING COAT COLLECTION FOR VISITING PRESS Henry Friedricks will present their Spring coat collection at daily showings for the visiting press. Contact: Alan R. Baron, PE. 6-8868.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Monday Jan. 12- Jan. 16	JEWELRY FASHIONS FOR PRESS Continuous showings of jewelry and boutique gifts for out-of-town and local press, 8:30 A.M. to 6:30 P.M. daily. (Breakfast show, Fri., Jan. 16, 8:00 A.M.--See Pg.9). Publicity: Kathleen Mundin, YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE 22ND FLOOR TOWER
Tuesday Jan. 13 7:45 A.M. Breakfast	SHOE FASHIONS FOR VISITING PRESS Capezio (Auxiliary Member, N.Y.D.I.--See Pg.4), will present Spring and Summer shoes, Stenwear and Leotites at "Dewy Morn" breakfast for visiting and local press. By invitation. Publicity: Marya Morton, JU. 6-2150.	CAPEZIO, INC.	9 WEST 61ST STREET RECEPTION RM-1ST FL.
Tuesday Jan. 13 8:15 A.M. Coffee	PREVIEW OF APRIL FOUNDATION STORY "Glamour Magazine" will preview their April foundation story for cooperating stores at "Shape Clinic" meetings, Jan. 13, 14, 15 at 8:15 A.M. By invitation. Contact: Angeline Dougherty, IE. 2-7500.	GLAMOUR MAGAZINE	420 LEXINGTON AVE. 19TH FLOOR
Jan. 13	9:00 A.M. BEN REIG (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Tuesday Jan. 13 9:30 A.M.- 12:00 Noon Brunch	PREVIEW: PRECIOUS AND SEMI-PREVIOUS JEWELRY Informal showing, at brunch, of cultured pearls, gold and gold-filled jewelry for Spring. For press and trade, by invitation. Contact: Hans Clapper, PL. 8-1076.	IMPERIAL PEARL SYNDICATE, INC.	681 FIFTH AVENUE SHOWROOM-11TH FLOOR
Jan. 13	10:00 A.M. HARRY FRECHTEL (N.Y.D.I.--See Pg.4)		WALDORF-JADE ROOM
Jan. 13	11:00 A.M. TRIGERE (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Jan. 13	12:00 Noon OLEG CASSINI (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Tuesday Jan. 13 1:00 P.M. Luncheon	SPRING BLOUSE SHOW FOR OUT-OF-TOWN PRESS Ship 'n Shore (Auxiliary Member, N.Y.D.I.--See Pg.4) will invite visiting and local editors to their Spring blouse show and luncheon. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	SHIP 'N SHORE	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Jan. 13; Jan. 14 3:00 P.M.	PREVIEW: SPRING COUTURE LEATHER COLLECTION Samuel Robert will present Spring couture leather fashions to the press and buyers Jan. 13 and 14 at 3:00 P.M. By invitation. Publicity: Vera Haggerty at Brandt, 62 West 46th Street, CI. 5-4425.	SAMUEL ROBERT, INC.	1407 BROADWAY SHOWROOM-27TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 13	<u>2:30 P.M.</u> BEN ZUCKERMAN (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Jan. 13	<u>3:30 P.M.</u> PATTULLIO-JO COPELAND (N.Y.D.I.--See Pg.4)		WALDORF-JADE ROOM
Jan. 13	<u>4:30 P.M.</u> LARRY ALDRICH (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Tuesday Jan. 13 5:30 P.M. Cocktails	"HALF AN HOUR" WITH LILLY DACHE Lilly Dache (Auxiliary Member, N.Y.D.I.--See Pg.4) will present Spring millinery and beauty products to the visiting and local press. By invitation. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	LILLY DACHE (GENERAL BEAUTY PROD.)	WALDORF-ASTORIA EAST FOYER
Tuesday Jan. 13 6:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS "French Flair" Party by Coty (Auxiliary Member N.Y.D.I.--See Pg. 4). By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	COTY, INC. (612 FIFTH AVENUE)	WALDORF-ASTORIA LOUIS XVI SUITE
Tuesday Jan. 13 7:30 P.M. Dinner	DINNER AT NIGHT CLUB FOR VISITING PRESS Schiffli (Auxiliary Member, N.Y.D.I.--See Pg.4) will invite the press to dinner at the new Broadway night club--Bill Miller's Riviera, featuring "Larry Steele's Affairs Of 1959" with a cast of 60. By invitation. Contact: Schiffli, 591 Summit Ave., Jersey City, SWarthmore 5-2347.	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	BILL MILLER'S RIVIERA B'WAY & 53RD STREET
Wednesday Jan. 14 7:30 A.M. Breakfast	CLAIROL CLASSROOM ON HAIR COLORING The Clairol Institute (Auxiliary Member, N.Y.D.I.--See Pg.4), crystalizes hair coloring methods and presents new Spring hair fashions by leading stylists. By invitation, for visiting and local press. Publicity: Jack Shor or Terry Grimes, OR. 5-0700.	CLAIROL INSTITUTE (510 SIXTH AVENUE)	WALDORF-ASTORIA LOUIS XVI SUITE
Jan. 14	<u>9:00 A.M.</u> CHRISTIAN DIOR, NEW YORK (N.Y.D.I.--See Pg.4)		WALDORF-JADE ROOM
Jan. 14	<u>10:00 A.M.</u> ORIGINALA (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Wednesday Jan. 14 12:00 Noon Luncheon	PRESS PREVIEW OF NEW HAIRCOLORING Roux (Auxiliary Member, N.Y.D.I.--See Pg.4) will present haircoloring as a cosmetic; its relationship to fashion, colors and hair styling; also new hair coloring products. By invitation. Publicity: Barkann & Platt, 57 West 57th Street, PL. 5-8252.	ROUX	SHERATON-EAST HOTEL BALLROOM
Jan. 14	<u>1:30 P.M.</u> ADELE SIMPSON (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Jan. 14	<u>2:30 P.M.</u> GEORGE CARMEL (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Jan. 14	<u>3:30 P.M.</u> Talmack- John Moore (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Wednesday Jan. 14 4:00 P.M. Champagne	PREVIEW: SPECIAL SPRING SUIT COLLECTION "Millionaire Suit Collection"--preview of special Spring suit collection for press and buyers. By invitation. Publicity: Ruth Gerson at Ken. R. Williams, 51 West 35th Street, WI. 7-4471.	ICOVE & YOUNG, INC.	500 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Jan. 14	<u>4:30 P.M.</u> CEIL CHAPMAN-Cocktails (N.Y.D.I.-See Pg.4)		WALDORF-JADE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 14 6:30 P.M.; 8:00 P.M.	DINNER AND THEATRE FOR VISITING PRESS Pellon (Auxiliary Member, N.Y.D.I.--See Pg.4) will invite the visiting press to a pre-theatre dinner; and "The Marriage-Go-Round," co-starring Charles Boyer and Claudette Colbert, at the Plymouth Theatre, 236 West 45th Street. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON CORP. (350 FIFTH AVENUE)	HOTEL ASTOR COLUMBIA ROOM
Wednesday Jan. 14 10:30 P.M.	"NIGHT CAP" PARTY FOR VISITING PRESS Playtex (International Latex Corp.) will invite the visiting press to a "Night Cap" party. By invitation. Publicity: Marjorie May, LO. 3-5000.	PLAYTEX (350 FIFTH AVE.)	SARDI'S WEST SIDE 234 WEST 44TH ST.
Jan. 15	8:30 A.M. HARVEY BERIN-Karen Stark (N.Y.D.I.--See Pg.4)		WALDORF-JADE ROOM
Thursday Jan. 15 9:00 A.M. Breakfast	PREVIEW: SPRING RAINWEAR COLLECTION John Weitz will present his new Spring collection of "circumstantial rainwear", an approach to the rainy scene. By invitation. Contact: Phyllis Ledett, IA. 4-7942.	JOHN WEITZ FOR MARCH & MENDL, INC.	512 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Jan. 15	9:30 A.M. BRANELL (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Jan. 15	10:30 A.M. MAURICE RENTNER (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Thursday Jan. 15 10:30 A.M.	PREVIEW OF SPRING & SUMMER MILLINERY Mr. John will preview his Spring and Summer millinery collection. By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN, INC.	51 EAST 57TH STREET SALON
Jan. 15	11:30 A.M. HANNAH TROY (N.Y.D.I.--See Pg. 4)		WALDORF-JADE ROOM
Thursday Jan. 15 12:30 P.M. Luncheon	SPRING FASHION SHOW FOR VISITING PRESS R & K Originals (Auxiliary Member, N.Y.D.I.--See Pg. 4), will present their Spring collection to the local and visiting press. By invitation. Publicity: Lorein Eyerly, PE. 6-0900.	R & K ORIGINALS, INC.	WALDORF-ASTORIA EMPIRE ROOM
Jan. 15	2:00 P.M. HERBERT SONDHEIM (N.Y.D.I.--See Pg. 4)		WALDORF-JADE ROOM
Jan. 15	3:00 P.M. DAVIDOW (N.Y.D.I.--See Pg. 4)		WALDORF-JADE ROOM
Jan. 15	4:00 P.M. SAMUEL WINSTON-Roxane (N.Y.D.I.--See Pg.4)		WALDORF-JADE ROOM
Thursday Jan. 15 5:30 P.M. Cocktails Dinner	FASHION SHOW ABOARD JET AIR LINER "Have Jet - Wool Travel"--The Wool Bureau (Auxiliary Member, N.Y.D.I.-- See Pg.5), will invite the out-of-town and local press to cocktails, dinner and fashion show aboard American Jet Airliner while in flight. By invitation only. Contact: Jody Donohue or Toni Robin, PL. 7-5092.	THE WOOL BUREAU, INC. & AMERICAN AIRLINES	INTERNAT'L HOTEL & IDLEWILD AIRPORT
Jan. 16	8:00 A.M.-NAPIER JEWELRY (Auxiliary, N.Y.D.I.--See Pg. 4)		WALDORF-JADE ROOM
Jan. 16	9:00 A.M. JANE DERBY (N.Y.D.I.--See Page 4)		WALDORF-JADE ROOM
Jan. 16	10:00 A.M. BEN GERSHEL-Robert Knox (N.Y.D.I.--See Pg.4)		WALDORF-JADE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 16	11:00 A.M. VERA STEWART ORIG.-ZOITAN ROSENBERG (See Pg.4)		WALDORF-JADE RM
Friday Jan. 16 12:00 Noon Champagne	MEN'S FASHION SHOW FOR VISITING PRESS "The Lady Says Yes"--showing of daytime to evening fashions for men by Lebow (Auxiliary Member, N.Y.D.I.--See Pg.5). By invitation. Publicity: Alfred Katz, 60 East 56th Street, PL. 7-4775.	IEBOW BROTHERS (200 FIFTH AVENUE)	WALDORF-ASTORIA JADE ROOM
Jan. 16	1:00 P.M. VARIETY GROUP (N.Y.D.I.--See Page 5)		WALDORF-JADE ROOM
Jan. 16	3:00 P.M. MARQUISE-Philippe Tournaye-(N.Y.D.I.--See Pg.5)		WALDORF-JADE RM
Jan. 16	4:00 P.M. JUNIOR SHOWINGS (N.Y.D.I.--See Page 5)		WALDORF-JADE ROOM
Friday Jan. 16 4:30 P.M.- 7:00 P.M. Cocktails	SPRING AND SUMMER JEWELRY PREVIEW Coro and Vendome will preview their new Spring and Summer jewelry collections for local and out-of-town press. By invitation. Publicity: Ann R. Silver Associates, 551 Fifth Avenue, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Saturday Jan. 17 9:30 A.M. Breakfast	MILLINERY & COIFFURES FOR OUT-OF-TOWN PRESS Showing of Walter Florell's Spring hats and coiffures to the visiting press. (Local Press, Thurs., Jan. 8 at 11:00 A.M.--See Pg. 2). By invitation. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON
Tuesday Jan. 20 3:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Seymour Jacobson will present their Summer collection to the press and resident buying offices. By invitation. Trade, beginning Tues., Feb. 3 at 10:30 A.M. daily. By invitation. Contact: Don Robertus, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Wednesday Jan. 21 9:30 A.M.	PRESS PREVIEW: MID- WINTER FURNITURE SHOW Macy's mid-winter furniture show (9th floor). By invitation. Publicity: Reni Kuhn, OX. 5-4400, Ext. 2683.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday Jan. 21 7:30 P.M. Dinner	"FIFTH AVENUE OPENINGS"-- FOREMOST AMERICAN FASHIONS A special collection of Spring and Summer fashions by leading American designers at gala dinner, Wed., Jan. 21 at 7:30 P.M. Repeat showing at luncheon, Thurs., Jan. 22 at 12:30 P.M. By invitation. Contact: Eloise Walton, 630 Fifth Avenue, (Room 3361), JU. 6-4940.	AUSPICES OF FIFTH AVENUE ASSN.	WALDORF-ASTORIA BALLROOM
Thursday Jan. 22 9:00 A.M. Breakfast	PREVIEW OF LEATHER COLORS AND FINISHES Preview of Fall and Winter 1959 leather colors and finishes. Showing at 9:30 A.M. By invitation. Publicity: Helen Caruso, MU. 6-1623.	ALLIED KID COMPANY (419 FOURTH AVENUE)	BARBIZON-PLAZA HOTEL SALON DE MUSIQUE
Tuesday Jan. 27 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Fifteenth annual fashion show for benefit of the National Foundation. Prices: Luncheon and fashion show--\$75.00, \$50.00, \$25.00. Contact: Elaine Whitelaw, National Foundation, 301 East 42nd St., OX. 7-7700. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday Jan. 28	PETITE AND MISSES SUMMER COLLECTION "Summer Enchantment"--opening of Summer collections of "Petti-4's" custom sizes for the petite miss; and "Terry Rogers" misses sizes. (By appointment before January 28). Contact: CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Friday Jan. 30 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER FASHIONS Lee Claire will present their Summer collection to press and buyers. By invitation. <u>Beginning Monday, Feb. 2, luncheon showings at 12:00 Noon daily.</u> By appointment. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM-11TH FLOOR

OPENINGS OF SPRING COLLECTIONS IN ROME, FLORENCE, LONDON AND PARIS

Thursday Jan. 15- Jan. 19	OPENING OF ROME COUTURE COLLECTIONS <u>Jan. 15:</u> Accessories Exhibit; Children and Teenager High fashion collec- tion; Zingone, Boutique Creations; Roman Fashion Houses; Marini Conterno; Pascarella; Rapuano. <u>Jan. 16:</u> Gregoriana; Mingolini-Gugenheim; Luciani; De Luca; Barbara. <u>Jan. 17:</u> La Tessitrice dell'Isola; Eleanora Garnett; Gattinoni; Giovanelli. <u>Jan. 18:</u> Sarli; Fontana; Centinaro; Galitzine. <u>Jan. 19:</u> Reserved for negotiations. Contact: Centro Romano Per L'Alta Moda Italiana, Via de Burro, 147, Rome.	CENTRO ROMANO L'ALTA ROMA	ROME, ITALY
Monday Jan. 19- Jan. 22	OPENING OF FLORENCE COUTURE COLLECTIONS <u>Jan. 19:</u> Millinery Show; Sportswear and Boutique; Adria; Aida; Avagolf; Baldini; Glans; Falconetto; Myricae; Scarabocchio; Valditevere; Vito; Avolio; Simonetta Boutique; Bertoli; Caminsene; Mirsa; Veneziani Sport. <u>Jan. 20:</u> Antonelli; Carosa; Schuberth. <u>Jan. 21:</u> Guidi; Veneziani; Simonetta; Fabiani. <u>Jan. 22:</u> Capucci; Marucelli; Baratta; Enzo. Contact: G. B. Giorgini, 10 Lungarno Acciaiuoli, Florence, Italy.	CENTRO DI FIRENZE PER LA MODA ITALIANA	FLORENCE ITALY
Wednesday Jan. 21- Jan. 23	OPENING OF LONDON COUTURE FASHIONS <u>Jan. 21:</u> Hardy Amies, Charles Creed, Ronald Paterson, Victor Stiebel. <u>Jan. 22:</u> John Cavanagh, Norman Hartnell, Lachasse, Worth. <u>Jan. 23:</u> Mattli, Michael, Michael Sherard. (Press openings are scheduled for Feb. 3, 4 and 5.) Contact: Ann Ryan, 461 Old Bond Street, London, W. I.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Monday Jan. 26- Jan. 30	OPENING OF PARIS COUTURE FASHIONS <u>Jan. 26:</u> Heim; Manguin; Montaigne; Vramant. <u>Jan. 27:</u> Balmain; Bruyere; Cardin; Carven; De Rauch; Patou. <u>Jan. 28:</u> Desses; Hermes; Lanvin-Castillo; Laroche; Revillon; Ricci. <u>Jan. 29:</u> Dior for U.S. retailers; Griffe; Matta; Maggy Rouff. <u>Jan. 30:</u> Chanel; Dior for manufacturers; Gres. (Balenciaga and Givenchy have not yet set their dates.) Contact: Chambre Syndicale, 102 Rue du Faubourg St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE